

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

CINEMAS – M/s Sri Ramprasad Skyscrapers Private Limited, Bhimavaram, West Godavari District – Fixation of rates of admission in the Multiplex Theatre in the four screens with permission to screen five shows in a day – Orders – Issued.

HOME (GENERAL.A) DEPARTMENT

G.O.Ms.No. 163

Dated:25-06-2011.
Read the following:

From the District Collector, West Godavari
Letter No.3468/C1/2011 dated 09-06-2011.

ORDER:

In the reference first read above, the District Collector, West Godavari has stated that Director, Sri Ramprasad Skyscrapers Private Limited, Bhimavaram, West Godavari District has constructed a Multiplex Complex with four Screens and have requested for grant of rates of admission as mentioned below:

1. Grant of permission to have flexible rates of admission subject to a maximum of Rs.150/- per push back seat and Rs.200/- for recliner per ticket.
2. Grant of permission to maintain a two classes throughout all the four auditoriums.
3. Grant of permission for screening 5 shows per day.

2. The District Collector West Godavari has further stated that, the applicants have installed state of the art computerized integrated ticketing system, which enables fool-proof ticketing with 100% transparency and accountability, that they have provided the modern projection and acoustic systems, interiors of international standard a variety of food and beverage and the operation of their Multiplex at the prevailing rates of admission would be completely unviable making it impossible to sustain their business model, that the Government of Andhra Pradesh have granted relaxations to Multiplexes which were opened in the recent past.

3. Further the applicant has stated that concept of multiplex is new in Bhimavaram and calls for extensive investment in technology and does not lend itself to classes of seats such as in old and existing theatres, that the maximum ticket pricing stipulated for the purpose of additional consideration and that the Government will also get additional Revenue. The applicant has finally requested to consider their request as a special case as in the case of INOX in Vijayawada and requested to permit them to operate the four screens of Multiplex theatres without restriction of rates of admission and class of admission as applicable to the ordinary theatres.

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4. The District Collector West Godavari has also stated that, the Revenue Divisional Officer, Narsapur has reported that the multiplex cinema theatres complex was constructed using high technology, well equipped material, centrally air-conditioned, fire safety and fire fighting installations, National Building Code compliant arrangements, modern projection and acoustic systems, interiors of international standards, high levels of hygienic, variety of food and beverage, the operating of this multiplex at the prevailing rates of admission would be completely unviable making it impossible to sustain their business Model.

5. The Revenue Divisional Officer, Narsapur has informed that all the four screens in the Multiplex have been constructed, providing all amenities with centrally air-conditioned and they are just like more than in city model, that the Bhimavaram is a rapid growth town and Grade-I Municipality with all developmental activities, that the construction of Multiplex was taken up duly investing huge amounts, that it is a boon to the town. The Revenue Divisional Officer Narsapur, has recommended for grant of permission as applied for the applicant for the rates proposed with two classes of seating and for exhibition of 5 shows on par with the rates of admissions in existence to Multiplex theatres of Vijayawada and Hyderabad cities, as a special case.

6. The District Collector, West Godavari, has also stated that according to the orders issued by the Government issued vide G.O.Ms.No. 175, General Administration (I&PR.II) Department, dated.02-04-2005, the maximum rate of admission permissible to the air-condition theatres in special grade municipalities is Rs.30/- (inclusive of TFM charges). According to the orders issued in G.O.Ms.No.233, Home (Genl.A) Department, dated. 25-10-2001, the rates of admission admissible in respect of last class is Rs.10/- (inclusive of TFM Charges).

7. In view of the circumstances explained above, District Collector, West Godavari District, has requested to kindly issue necessary instructions on the request of the applicant.

8. Government after careful examination of the matter and also keeping in view of the recommendations of the District Collector, West Godavari and Revenue Divisional Officer, Narasapur, and in exercise of the powers conferred under rule (c) of sub-rule 3 of Rule 11(B) of Andhra Pradesh Cinemas (Regulation) Rules, 1970 and in relaxation of rates prescribed in G.O.Ms.No.175 General Administration (I&PR.II) Department, dated 2-04-2005 and G.O.Ms.No.369 Home (General.A) Department, Dated 18-12-2008, hereby permit M/s Sri Ramprasad Skyscrapers Private Limited, Bhimavaram, West Godavari District for screening permission for all

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the four screens in the Multiplex and to maintain two classes throughout all the four auditoria by charging Rs.100/- for upper class and Rs.80/- for lower class with permission to screen (5) shows per day, between 10.00 a.m. to 1.00 a.m., on all the days, in relaxation of item No.43 of "B" Form Licensing condition, as detailed below:

Screen No.	Class	No.of Seats	Rates of admission permitted (inclusive of TFM charges) Rs.
(1)	(2)	(3)	(4)
Screen No.1	Recliner Sofas	13	Rs.100/-
	Executive	342	Rs.80/-
	Total	355	
Screen No.2	Recliner Sofas	13	Rs.100/--
	Executive	342	Rs.80/-.
	Total	355	
Screen No.3	Recliner Sofas	11	Rs.100/-.
	Executive	224	Rs.80/-.
	Total	235	.
Screen No.4	Recliner Sofas	11	Rs.100/-.-
	Executive	224	Rs.80/-
	Total	235	

9. The District Collector, West Godavari is requested to incorporate the rates and class of admission in the Form'B' Licence of M/s Sri Ramprasad Skyscrapers Private Limited, Bhimavaram, as indicated above.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

B.P.ACHARYA
PRINCIPAL SECRETARY TO GOVERNMENT

To
The District Collector, West Godavari – Eluru.
The Joint Collector, West Godavari District.

Copy to:

The Director, M/s Sri Ramprasad Skyscrapers
Private Limited, West Godavari, Bhimavaram.
The P.S. to Minister for I&PR.
SF/SC.

//FORWARDED:BY ORDER//

SECTION OFFICER.